

RETAIL PROMOTION FACT SHEET

LOGO

See Comment

Promotion Description: Cambridge B3G1F Carton Promotion - Mega Outlets

Field Dates: November and December 1994

OBJECTIVE/ALLOCATION RATIONALE:

To generate multi-carton purchases and reward multi-carton consumers of Cambridge by placing this promotion in mega volume accounts. The minimum display size is 50 deals. This will also allow smokers to pantry load Cambridge. This promotion is designed to be placed at retail for a week to 10 days at the beginning of the month to coincide with key consumer pay periods.

Geographic Scope ☒ National ☐ Key Markets/Sections: ☐ Excluded Markets:

• Allocations have been previously forwarded to Region Trade Marketing and are based on potential mega accounts.

• PLEASE NOTE: Under no circumstances should the band be removed from the 4 cartons and product sold separately at a price reduction.

• These deals can be placed on the 200 carton semi-permanent display or merchandised on a store built display. The 200 carton semi-permanent display can be ordered via Midas PF19 (POS#50568). Multiple kits may be ordered into a single mega outlet to meet the needs of higher volume carton sales.

☐ Acct. Specific _____

☒ Carton 800+ _____

☐ Pack _____

Suggested CPW

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☐ Afro American ☐ Conv. ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☒ Mega (800 CPW+) ☐ Supermarkets
☐ Asian ☐ Conv. Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch. ☐ Other _____

Military Participation: ☒ Yes ☐ No

Military Display Quantity:

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☐ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

_____	_____	_____	_____	85s: _____
_____	_____	_____	_____	100s: _____
_____	_____	_____	_____	85s: _____
_____	_____	_____	_____	100s: _____

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☐ 6M ☐ 12M

	85s:	100s:	Soft 85s:	100s:	Box 85s:	100s:	Tie:	High:
Product	_____	_____	_____	_____	_____	_____	_____	_____
Case Cube	_____	_____	_____	_____	_____	_____	_____	_____
Dimensions:	_____	_____	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____	_____	_____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No _____

Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No _____

Off Invoice: ☐ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

2041343639

POS ORDERING INFORMATION:

PMExpress Kit

50 Deal Kit

Kit Components:

1 Poster
1 Shelf Talker
50 Carton Wraps
1 Semi Perm Header

PMExpress Display Kit #:

01305

Kit Order Dates: (From-To)

8/15/94-12/16/94

Kit available in Field:

10/17/94-12/30/94

POS #: (For Field
MIDAS Allocation only)

76683

MIDAS P/F:

1

PMExpress Kit Dimensions

Length: 10"

Width: 36"

Height: 1"

Weight: 4 lbs.

(EXCLUDES PRODUCT)

Assembled Display

Depth: N/A

Width:

Height:

UPC Code:

Deals/Display: 50

Deals/Back Up: 0

Product Ctns: 150 revenue cartons

PAYMENTS:

<u>Display/Item</u>	<u>Payment To (Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>
Distributor Assembly	Distributor	820	\$12/12M Case
Gratis Carton	Retailer/Wholesaler	013F	Wholesale Cost Only

MEDIA SUPPORT: ☐ Yes ☒ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ *

<u>* Offer</u>	<u>Vehicle</u>	<u>Circ.</u>	<u>Value</u>	<u>UPC #</u>
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

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